

**CITY OF SHOREVIEW  
MINUTES  
SPECIAL CITY COUNCIL MEETING  
December 14, 2015**

**CALL TO ORDER**

Mayor Martin called a special meeting of the Shoreview City Council to order at 7:00 p.m. on December 14, 2015.

**PLEDGE OF ALLEGIANCE**

The meeting opened with the Pledge of Allegiance.

**ROLL CALL**

The following members were present: Mayor Martin; Councilmembers Johnson, Quigley, and Springhorn.

Councilmember Wickstrom was absent.

**AUTHORIZING ISSUANCE, AWARDING SALE, PRESCRIBING FORM AND  
DETAILS AND PROVIDING FOR PAYMENT OF \$7,605,000 GENERAL OBLIGATION  
UTILITY REVENUE BONDS, SERIES 2016A**

**Presentation by Finance Director Fred Espe**

The proposed bonds to be issued are in three portions:

General Obligation Water Revenue Bonds	\$6,995,000
General Obligation Sewer Revenue Bonds	230,000
General Obligation Surface Water Revenue Bonds	380,000
Total:	\$7,605,000

The water portion of these revenue bonds is for the following:

- Complete Water Treatment Plant
- Install a natural gas generator at Well No. 6
- Install a raw waterline from Well No. 6 to the Water Treatment Plant
- Windward Heights Neighborhood rehabilitation.

To be repaid by revenue generated in the Water Fund.

The sewer and surface water portions of the bonds are for rehabilitation in the Windward Heights Neighborhood and Grand Avenue. They will be repaid respectively from the Sewer Enterprise Fund and the Surface Water Fund.

The sale of the bonds was authorized by the Council on November 2, 2015. Staff participated in a rating conference with Standard & Poor's Rating Services on November 25, 2015. Standard & Poor's has reaffirmed the City's AAA bond rating, citing the following City achievements:

- Very strong economy in the City
- Very strong management
- Strong budgetary performance
- Very strong budgetary flexibility
- Very strong liquidity
- Strong debt and contingent liability profile
- Strong institutional framework

Four competitive bids were received December 14, 2015 at Springsted offices. The low bid was submitted by Robert W. Baird & Co., Inc. with a true interest cost of 2.4535%. This is below the estimated rate of 2.5446%. Coupons on the bonds range from 2% to 3% depending on the year of maturity. Staff is recommending a bid award to Robert W. Baird & Co., Inc. Closing on the bonds is scheduled for January 14, 2016.

MOTION: by Councilmember Johnson, seconded by Councilmember Quigley to adopt proposed resolution #15-113 authorizing issuance, awarding sale, prescribing the form and details and providing for the payment of \$7,605,000 general obligation bonds, Series 2016A.

ROLL CALL: Ayes: Johnson, Quigley, Springhorn, Martin  
Nays: None

Mayor Martin congratulated City Manager Schwerm and Finance Director Espe for a very successful bond sale.

## **PRESENTATION OF RESULTS OF COMMUNITY SURVEY**

### **Presentation by Dr. Bill Morris and Peter Leatherman, Morris Leatherman Company**

Dr. Morris summarized the findings from the recent Community Survey conducted by the City. He reported that staff and government ratings are very high in comparison to other communities in the metropolitan area. There were 400 randomly selected households across the community who were interviewed by land line and cell phones. The non-response rate was quite low at approximately 4.5%. The average non-response rate for opinion polls is around 30%. The average length of conversation during the survey was 28 minutes. Those interviewed were very free with commenting in detail on the open ended questions. The sample was verified with updated U.S. census statistics and found that the sample is a good valid representation of the community.

One question consistently asked is about the quality of life in Shoreview. There were 98% who answered, excellent or good. The 58% answering excellent puts Shoreview among the top three suburban communities in the metropolitan area.

In answer to what people like most about the community, 20% reported that overall, Shoreview is a good community. That statistic has been consistently rising. Another quality liked by 15% of respondents is that they find Shoreview quiet and peaceful. These respondents tend to be older and longer term residents. Schools were highly rated at 11%. Good people in Shoreview was rated at 10%, another category that has been increasing. In general, when residents think about and identify with the community, they look at it as a whole. This is contrary to other communities in the metropolitan area.

When asked what should be fixed or improved, 37% answered, nothing. Public transportation and roads were at 5%. This means that overall, people are very satisfied with living in Shoreview.

When asked what is missing in Shoreview, 46% answered, nothing. Two things mentioned repeatedly in the City surveys are dining services and a grocery store.

The rating for Direction of the Community is at 97% saying the city is going in the right direction. 2% believe the City is going in the wrong direction, but the rating of 97% is almost tantamount to reaching perfection. It is the highest ranking across the metropolitan area. The 2% is one of the lowest ratings for the wrong track. No specific item was agreed upon as missing.

People were asked about quality of life. This question was broken down into individual components. The results show that the two things that stand out are schools and public safety at 78% and 76% respectively. This is typical of what is found in other communities. The high rankings of parks, trails, recreation, open space and lakes just under schools and public safety shows that overall, the natural ambiance of the community is very important.

Community identity shows 87% as strong or somewhat strong. Two years ago, that rating was 96%. Those not feeling identity with the community tend to be renters while property owners have a stronger identity. There are 27% who feel most closely connected to the City, up from 18% two years ago, while 42% feel most closely connected to their neighborhood. A new category of family and friends is at 9%. These ratings mean that residents feel strong connectivity to the City.

Two years ago, 99% rated the City's recreational facilities as excellent or good. This survey rating is 96%, a statistically insignificant drop. The poor or fair ratings are miniscule.

In rating frequent use of parks, 15% say they do not use City parks. The two most used parks are Snail Lake and Shoreview Commons. Otherwise usage is scattered and correlates with the location of residents. Upkeep of parks was rated at 97%.

Asked if facilities met community needs, the rating dropped from 96% two years ago to 90% on this survey. There were 6% who stated that facilities do not meet their needs, which is up from 3%. However, there is no consensus of what is needed. Responses were scattered when asked what should be offered.

The ranking for program participation is 40%. That is high as the average across suburban communities in the metropolitan area is 28%. Again, there is no consensus on what should be offered.

Community Center usage is at 50%. The trend is downward from 63% in 2010 to 53% two years ago. The survey shows that 40% of households have Community Center memberships; 37% stated they have never had a membership.

Rankings of City services show 95% believe they are excellent or good. Excellent or good ratings were given by 96% for police protection and 93% for fire protection. Sewer and water dropped to 87% from 95%. However, the respondents with negative responses are from a certain area in the City. The category of drainage and flood received 82% positive ratings and 15% negative. Building inspections has dropped to 67% positive from 84% in 2013. However, it must be noted that 10% were unable to respond and felt they had no basis for rating this service.

The animal control rating is at 83%, the same as two years ago. Pond maintenance has dropped from 83% positive to 68% positive. Comments indicate that residents felt ponds are not kept pristine. Street repair and maintenance has improved from 73% to 81% in positive ratings. Trail maintenance has dropped from 95% to 86%, which is still very high. Snow plowing is down from 94% positive rating to 85%. This response is seen across the metropolitan area and can be attributed to a hard winter. Drinking water quality shows 85% ranking it excellent or good and 14% fair or poor.

How people generally perceive City services overall had a ranking of 87% two years ago. This year, 89% gave a favorable rating for the taxes paid. The key is that the excellent rating almost doubled from 11% to 21%. The 21% excellent rating is one of the highest in the metropolitan area.

The Mayor and City Council rating shows 92% favorable rating. The excellent rating at 92% is among the high two communities in the metropolitan area. Those who disapprove are 3%; the average rating across the metropolitan area for disapproval is 10%. City staff is rated 92% favorably. Again, the important factor to note is the increase in the excellent rating from 16% to 24%. The fair and poor ratings are at 5%, which is very low.

There are 41% of residents who have had contact with City Hall compared to an average of 28% across the metropolitan area. Of those who have contacted City Hall, only 5% rate the experience as fair or poor. The excellent rating of 40% is one of the highest in the metropolitan area.

In regard to the condition/appearance of homes in the City, 97% gave a positive rating. Again, the 38% excellent rating is one of the highest in the metropolitan area. Yards show 94% rate

appearance favorably, the same as two years ago. The change is in the excellent rating rising from 30% to 36%. Neighborhood appearance shows a decrease in favorable ratings from 73% to 61%. However, it needs to be noted that 33% saw an improvement, an increase from 21% in 2013. This is one of the highest ratings in a two year period. Regarding opportunities to improve appearance, 85% believe enough programs are offered. There is an increase of awareness of the Housing Resource Center at 56%. This means 44% are unaware of this resource. More communication could be done.

Residents were asked if they would like to see more proactive residential property code enforcement, or whether they would prefer to see code enforcement in response to specific situations brought to the City's attention. There were 61% who favor proactive code enforcement. This response is down 8 points from two years ago. The 32% opposed to proactive enforcement is an increase. Those who strongly favor proactive code enforcement doubled from 7% to 15%. A key factor in responding to this question is the impact on funding. Some responded that code enforcement is not needed because the appearance of homes and yards is strong.

Residents were asked to rate eight categories of major public safety concerns. The ratings show that traffic speeding is the highest at 37%; youth crimes and vandalism at 32%; break-ins and auto theft at 20%; and drugs at 21%. The seriousness of traffic speeding has increased over the last two years.

Asked about missing retail and services needed in Shoreview, 33% said nothing is missing; 19% indicated a need for a family sit-down restaurant; 12% would like more fine dining opportunities; 10% said more entertainment is needed; and 9% said a grocery store is needed.

Overall, Shoreview is rated as one of the best cities at keeping residents informed about City events and City news. The primary information source is the newsletter identified by 52% of respondents. Information from the City newspaper increased from 8% two years ago to 16%. The City website is a solid source also at 11%. Only one other community in the metro area uses a newsletter as a central source of communication. The survey indicates that 88% of residents receive the newsletter, *ShoreViews*, with 95% indicating they regularly read it. This rating is off the charts. The newsletter's effectiveness is rated positively by 58%. It is a solid, excellent communication source for the community.

Cable television is subscribed to by 59% of residents with 30% viewing City Council meetings and 25% viewing the Planning Commission in the last six months. These ratings indicate a good solid audience, which justifies these meetings made available through Cable TV.

Internet access is available to 84% of residents. Of that 84%, 59% have viewed the City's website. This is a high rating although not as primary a source of information as the newsletter. The type of internet access shows that 40% have broadband Cable; 36% have wireless; 18% have DSL; and 5% have dial-up modem. DSL is higher than other communities. Dial-up modem is becoming non-existent in other communities so 5% in Shoreview is a high number.

The Shoreview Community Foundation awareness among residents is 50%. More work needs to be done to inform residents about the Foundation. A conservative estimate is that 48% of the 50% aware of the Foundation would be likely to contribute. This means that once residents understand the purpose of the Foundation, they are likely to contribute. This is a very high rating.

Overall, the City is one of the ideal communities in the metropolitan area. City service evaluations have not impacted value of services and connectivity, there are more negative comments but they are still below 20%. It is a concern if a negative rating were to reach 30%, which is not the case. It is an area to be aware of. People are pleased with what is going on in the City, very pleased with City staff. In terms of best practices across the metropolitan area, Shoreview ranks at or near the top and this has been the case for the last 10 years.

Mayor Martin stated that this presentation will be aired on Cable TV. She noted that this information will be discussed by the Council at the Council workshop meeting after this meeting.

### **ADJOURNMENT**

MOTION: by Councilmember Johnson, seconded by Councilmember Springhorn, to adjourn the meeting at 8:00 p.m.

VOTE: Ayes - 5 Nays - 0

Mayor Martin declared the meeting adjourned.

THESE MINUTES APPROVED BY COUNCIL ON THE 4<sup>TH</sup> DAY OF JANUARY 2016.

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Terry Schwerm  
City Manager